

Community Video Report

Summer 1973

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A publication of the Washington Community Video Center

NEIGHBORHOOD TELEVISION

You are holding in your hands the first issue of **Community Video Report**, a newsletter about the activities of the Washington Community Video Center and about community video activities in the metropolitan area and around the country. This is our first attempt to explain in print what we are doing here in Washington. Inside we have described the projects we have started, the videotapes we have made and the other activities we have done since our beginning last year. But before you begin jumping into all those specifics, we thought it would be important to try and explain the general goals we are working toward, the strategies we think make the most sense, and how we developed these conclusions.

We are about **Neighborhood Television** ---- the idea that local communities should have the means of using television, the most powerful communications tool ever devised, to express, define, develop and educate.

This does not mean that any other sort of communications should stop. On the contrary, the whole country is suffering from a lack of **real** communication at all levels. But the concept of a very local, neighborhood based television medium is new. It exists in the minds of only a few, and in reality only in the experimental stages.

Where did this idea come from, and why didn't somebody think of it sooner?

To some extent, the idea of community or neighborhood television is the result of new advances in technology. In the mid-sixties, the invention of half-inch portable videotape equipment brought the cost of producing a program for a fraction of the cost that regular TV studios had been paying. For the first time people could get the technological tools that would enable them to make "homemade" TV anywhere that they could carry the little 27-pound Japanese-made video machines.

It took the expansion of cable television into the big cities to really crystallize the concept of neighborhood television. Cable TV had been around since the late forties, functioning as a way of using wires and a master antenna to get far-away TV signals for viewers in rural areas who couldn't get a decent picture any other way. But in the late sixties the companies that owned these rural re-transmission systems were anxious to try wiring but to provide diversified programs, pay TV, data services for business, and a whole laundry list of potential ideas--- once the basic wires were laid.



OPEN HOUSE TIME.....Members of the community watch a videotape about the Indian's struggle in South Dakota which was shown at the WVCV's open house, April 29.

By 1972 the Federal Communications Commission finally lifted its ban of urban cable systems by passing rules which allow limited cable development in the larger cities and suburbs. These rules, among other things, required builders of these systems to provide 20 channels, a limited two-way capacity on the wires, and three channels specifically dedicated to access by the general public, the educational community, and the local government. These access channels could provide the basis for a much more localized television system than we now have.

For, as it stands today, most Americans watch TV over stations which send out their programs to millions of people in a metropolitan area. This prevents very detailed discussion of issues that any one of the hundreds of communities watching the stations might wish to have. And these stations are controlled by those who own them, so

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Community Monitors Government

By Grady Watts

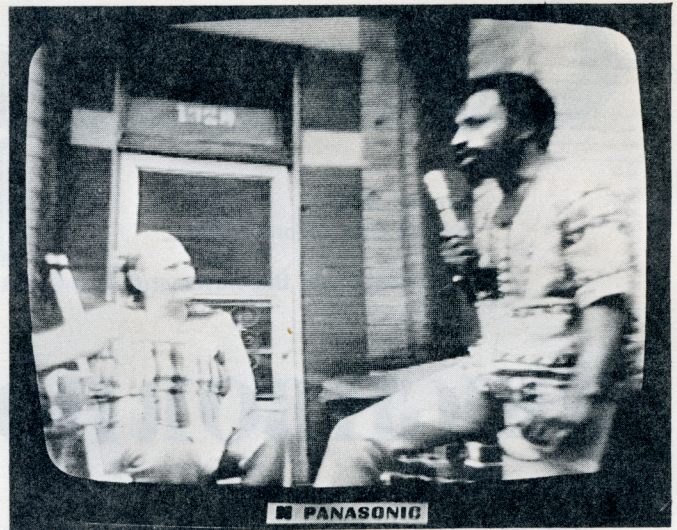
Washington, D.C. has a particularly ineffectual city government, due to its lack of any real political power and the resultant umbilical connection to Congress and the White House. Despite the fundamental weakness of the local government structure, which must and is being dealt with, we assume that it is still here to govern, to provide services, to perform the usual functions of a local government. We began a few years ago to think about how video could be used to improve the performance of local government in delivering services to the people.

The model which we have formulated rests on the notion of direct accountability of government officials to the people of the city. Since there are no elections to perform this function, local citizens are now left with almost no way to monitor official performance and to get action when this performance is inadequate.

The model includes several components. Video is used to present to the government conditions which need to be improved, to record the local officials' verbal response to this evidence, and later, their actual action, if any is taken. Edited versions of these tapes can periodically be shown to local community people to inform them of the relationship between the officials' commitments and their action--- or inaction, as the case may be. Working with community leaders in both the production of the community tapes and the response to the government officials, a feedback process can be developed that has the potential for making local government officials accountable to the community.

This was essentially the model utilized by Philip Brady, who started Project Accountability in the Anacostia neighborhood last year with an Office of Education grant. The tapes produced by that project, listed in the WCVB Tape-log, were also aired on broadcast television. The process is described in detail elsewhere in the newsletter.

In May 1973 WCVB began another similar exercise in governmental accountability using video in northwest Washington--- an area which is so severely neglected by the authorities since the rebellion in 1968 that local residents cannot help but feel that the neglect is punishment. The area--- bounded by Georgia Avenue on the east, Spring Road on the north, 17th Street, Columbia Road and 18th on the West, and Florida Avenue on the South --- centers on what is known as the 14th Street corridor. A special city-wide task force from all the local agencies was em-



powered by the Mayor to focus on the area--- to try to coordinate efforts to clean up the area and make it livable. Heading the effort is Jim Alexander, director of the Department of Environmental Services, who was responsible for bringing in the video component to the task force, as well as pushing the original task force idea.

Initially we committed the Center to monitor the Task Force's activities for the remainder of its 6-week experimental run. We began by making short (less than 15 minutes) unedited video reports from the community to show weekly to the special Task Force, focusing on specific responsibilities that the officials have. The tapes have run the gamut of environmental problems that decaying inner cities encounter: garbage-strewn streets, alleys, and properties, rats, packs of dogs, abandoned, dilapidated housing

and cars, and the general deterioration of neighborhoods which have experienced a retreat of investment and development by both private and public groups.

Before the video component was added to the Task Force effort, weekly reports were verbal. Our first videotape made a member remark that his rather glowing report about the area in question would have to be amended. Thus, the immediate impact was to remove the discrepancy of some officials report by confronting them with evidence of the real situation.

We also taped the Task Force meeting themselves, which, according to Alexander, had a profound impact on the inter-personal relations. People began showing more cooperation and less bureaucratic defensiveness.

We have yet to see these small successes of process translate into any major improvements on the streets. However, with community leaders like Dick Jones of Central Cardoza Concerned Citizens and Ed Jackson of the Adams Morgan Organization Environmental Committee we hope to develop more community support and impact on the task force's work.

The original idea of the Task Force was extended indefinitely after the Mayor saw a video report of the project, which means that we have finished the experimental stage. We are now engaged in negotiating with the appropriate agencies to set up a longer term community monitoring process using video. Hopefully, by the next newsletter we will be able to announce a more detailed plan for making local government more accountable. We are also pursuing the possibilities of preparing some of the material for local TV stations.

Survival information project

By Ray Popkin

During the past year the WCVC has been investigating ways in which video technology could be used to facilitate the dissemination of what we refer to as "survival information". This is information geared toward the health consumer, the tenant, welfare client, or other specific publics in such areas as nutrition, child care, legal aid, tenant rights and housing problems, environmental issues, etc.

We are hoping to facilitate the development of a Survival Information Network in the Washington area by encouraging and experimenting with the screening of such videotapes, in clinic waiting rooms, food stamp offices, libraries, and other places where people might need to wait for social services--- as well as in our own storefront viewing center and eventually in homes via broadcast or cable TV.

This process will obviously be a lengthy one and is closely connected to the Center's other ongoing projects. However, we have done quite a bit of research, planning, and some implementation of the different phases, and we'd like to give you a preliminary report. Some of this information is directed particularly to those of you out of D.C. who might be trying to set up similar efforts.

We are currently planning the production of a pilot tape on Venereal Disease as the first in a series of survival tapes that we can show experimentally under controlled conditions in various kinds of clinics so that we can evaluate the results and provide for patient feedback. We have already completed a tape with the Women's Health Group about women's self-help. The end result will be a library

of such information in Washington and in the future, a steady diet of such material for the developing CATV systems.

Lack of Tapes

We had originally hoped to acquire existing tapes in the health area to start with, and then follow up with other consumer-oriented materials. We had hoped to develop this survival library for people to have access to direct information, but also as a resource for groups here who want to understand alternative solutions being tried in other cities. So we sent out over a hundred letters to video producers of different kinds, with depressing results. We had hoped to get enough responses to print up a manual of Survival Information. We found two video tapes which fit the needs of the project!!!

Then we talked with libraries, health educators, legal aid workers, and others from all around the country, and they too acknowledged that information is indeed scarce. The

Model Cities Clinics in New Orleans confronted the same problem after searching for information relevant to low-income consumers and has finally begun to produce their own material for lack of already produced tapes. Unfortunately, health media, like commercial media, is not set up to serve, but to sell.

Most of our work has been in the area of medical care. It is an unfortunate truth that while billions are spent on illness in the U.S. almost nothing is spent on health. Preventative education could drastically reduce health problems, and therefore health costs, but health care is an industry, more than it is a service, and all industries look towards growth, not economy. As an example of this philosophy, take the Network for Continuing Medical Education, which is entirely funded by a pharmaceutical company. This network sends videotapes to over 1,000 hospitals, and specifically forbids them to be shown to anyone other than professional staff. These tapes are punctuated with ads for medicines and drugs produced by the sponsor.

Health Media Survey

If these 1,000 medical institutions have equipment for the playback of these kinds of tapes, then certainly lack of equipment is no excuse for not providing patient-education tapes. In a recent survey, we found that 80 of 83 health facilities had video production facilities which had produced over 12,000 hours of programming themselves. Raw data from this survey, conducted by Michael Schwartz, formerly of the University of Illinois School of Medicine, was given to WCVC for use in the Survival Information Project. Respondents were primarily hospitals connected to Medical Schools. Full results will be printed soon.

Continued on page 11.

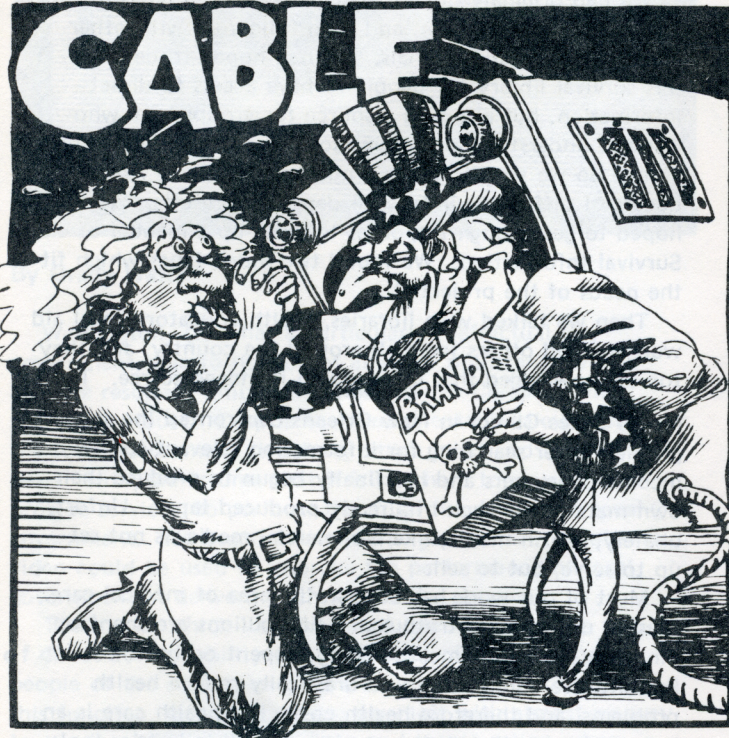


Vaccination (Leopoldo Méndez)

THE WASHINGTON COMMUNITY VIDEO CENTER is seeking to build a library of tapes dealing with legal services, health, nutrition, child care, drug problems, environmental problems, and consumer aid. If you have or know of such tapes, please let us know. A catalog of the materials located will be returned to all those who input.

The WCVC is interested in organizing a working group of people who are interested in cable T.V. Among the projects foremost are the production of a video tape about cable in D.C. and the production of a report to the Community in written form. We have started the latter, tentatively calling it "The Picture Is Still Fuzzy: Cable T.V. in the District." If you would like to help us with the researching, writing, interviewing and planning, please indicate this to us as soon as possible.

One important forum for this material, and for getting more people involved will be a conference. We have talked with Curt White of CASE Cable, and Eric Sirulnik of the GW Legal Clinic. They are asking everyone they know whether they'd be interested in helping to plan a Community-wide conference on cable in the District. If you would like to help, indicate this on the form on page 10. We were thinking a planning session in July could probably get a conference together later this summer.



FIDES HOUSE COMMUNICATIONS PROJECT.
(Vernard Gray, Director) 1554 8th Street, NW
Washington, D.C. 20001

ELECTRA, WOMEN'S VIDEO. (Helena Solberg-Ladd, Lorraine Gray) 3518 35th Street, NW,
Washington, D.C. 20016. 966-1660

MAGIC VIDEO SOFTMACHINE. (Peter Koper, George Pipkin, Laurel Douglas) 1541 Colonial Terrace, Arlington, Va. 22209. 703-JA 4-6674.

RAP, Inc. (Barbara Farr) 1900 T St. NW

NEW IMAGES, INC (Van Alexander) 6230 Third, NW. Washington. 726-1300.

GHETTO CITIZENS COMMUNICATIONS CTR
(Absalom Jordan) 730 15th Street, SE 2nd floor.

ANACOSTIA NEIGHBORHOOD MUSEUM.
(Fletcher Smith) 2405 Martin Luther King Ave.,



S.E., Washington. 678-1200 or 889-1301.

VIDEO WORKSHOP (Mike Cottone, Toby Murphy) 6612 4th Street, NW. 726-6767.

PROJECT ACCOUNTABILITY. (Phil Braudy) 1424 K Street, N.W., Washington, D.C. 20005 727-2024.

CASE CABLE. (Curt White) 544-2125. 426 Eighth Street, S.E. Washington.

PUBLICABLE (Harold Wigren) 1201 16th St., N.W., Washington. 833-4120.

CABLECOMMUNICATIONS RESOURCE CTR
(Charles Tate) 1900 L. St. NW 296-5811

CABLE TELEVISION INFORMATION CENTER.
2100 M Street, N'W' Washington. 872-8888

(Apologies if anyone was left out or the info was incorrect. This was somewhat last minute. Please send in corrections.)

Broadcast Access

One of the most important areas of interest to our group is developing the possibilities of gaining greater access for community groups and neighborhoods to the existing broadcast media. The best example, so far, was the program on Anacostaa's housing problems which WETA aired last March, which won for them and "Emmy." This was due to the input provided by the community and Project Accountability.

WETA, of course, is non-commercial, and receives many foundation grants which require them to produce community-oriented shows. Many commercial stations (Channels 4, 5, 7, and 9) also attempt community-oriented programming, but not often. We would like to assist them in carrying out their responsibilities as guardians of the public interest, since we have perhaps a more direct connection with at least part of the public here in central NW D.C.

In early May we sent the following letter to Mr. William Dalton, who is Vice-President and General Manager of WASH-FM, and President of a newly formed organization of all the Washington-area TV and radio broadcasters (except WTOP). The letter reads:

Dear Mr. Dalton:

I read in today's Broadcasting Magazine that you are heading up a new organization, the WASHINGTON Area Broadcasters Association to develop a continuing relationship with groups in the area in order to ascertain community problems.

Our organization, the Washington Community Video Center, is involved in precisely that process, utilizing half-inch videotape equipment for closed-circuit and special usage, at present. We have broadcast some of our production material on WETA-TV, as well.

We are concerned about the issue of community access, as well as continuing responsiveness of local broadcasters to community problems. Thus, it seems to me that we might be useful to your organization in the goals you have set for yourselves.

Video Screenings

STARTING TUESDAY, JULY 10.

Regular video screenings at 8 p.m. in our storefront. We will announce featured tapes in the local media. You are also welcome to bring your own, or request any tapes from our TAPELOG. Video demonstrations with the equipment will also be held.

EVERYONE WELCOME. IT'S FREE!!!!!!!

at the
WASHINGTON COMMUNITY VIDEO CENTER
2414 18th Street, N.W., Washington, D.C. 20009

I would like very much to sit down and discuss our work with you, as well as your agenda for the next year. Perhaps we could set a time for an appointment in the near future. You may reach me at the number below, or drop me a line. I'm looking forward to meeting with you.

Mr. Dalton called us within a few days and we had a cordial chat, during which he explained to me that the Association was set up only to allow broadcasters to better "ascertain community problems," one of the things the Federal Communications Commission requires of them each three years when they seek to renew their licenses.

When we asked him how they intended to "ascertain community problems," he said by meeting with community leaders---like Mayor Washington. We haven't received our invitation yet. Have you?

However, the conversation closed on a friendly enough note. We have, as I interpreted it, an open invitation to meet with the broadcast group to discuss areas of mutual interest, and to perhaps show them some tapes. What happens remains to be seen. He emphasized, however, that any discussions of access to the broadcast media would depend upon meeting individually with the stations.

We think this would be an appropriate area that an Adams-Morgan community television committee could deal with better than just us. If you agree, call us, or check that box on the form on page 10.

Accountability and Housing

The Washington Chapter of the National Academy of Arts and Sciences has awarded an Emmy to WETA-TV, Channel 26, for the program, "Housing in Anacostia: Fact, Failure and Future." The chief catalyst in bringing this program about was **Project Accountability**, a community-based videotape project that is currently located in Anacostia.

The Project is guided by a Steering Committee composed of community residents and organizational representatives. Project Accountability is funded by the D. C. Office of Program Impact---Title I of the Higher Education Act of 1965.

"Housing in Anacostia" was the first community-produced television program which empowered the residents to use the media in a way that directly benefited them.

Project Accountability was designed to document three social problems on videotape; facilitate communications between residents and District officials, and indicate who is responsible and what can be done to improve conditions.

"Housing in Anacostia" contains videotape segments where residents could see themselves and their friends talking and seeking answers, and creating a dialogue on the housing crisis. The shooting was done by Project Accountability and the WVCV on half-inch videotape and transferred to two-inch tape for later broadcast. Much of the program was live audience response to the taped segments.

This program may pave the way for other community-produced television programming.

For further information, call: Philip Brady, Project Accountability, 727-2024.



TAPELOG • TAPELOG •

THE FOLLOWING TAPES WERE EITHER FINISHED BY MEMBERS OF OUR GROUP AT OUR PREVIOUS HOME, MADE RECENTLY AT THE STOREFRONT, OR ARE IN PROCESS. ALL TAPES ARE \$25 FOR UP TO 15 MINUTES, AND \$40 FOR UP TO A HALF-HOUR, TAPE INCLUDED. IF YOU SEND IN A BLANK TAPE, SUBTRACT \$15 FROM THESE FIGURES. TO ORDER, USE FORM ON PAGE 10.

oldies

(This category of tapes includes those which were made by various WCVC staff members while we were still part of the Federal City College structure. This list includes only those which we feel are worth continuing to distribute)

JOIN THE WAR ON RATS. Community staffers talk about fighting rodents in urban areas. Aimed at D.C. residents. 15 minutes. \$25.

MAYDAY CIVIL DISOBEDIENCE: Narrative and context of the events around the Mayday demonstrations, edited and narrated by members of Mayday Tribe. (June 1971) 25 minutes. \$40.

NIXON EVICTION: AN ELECTION-YEAR STRATEGY. Tape made by members of People's Coalition for Peace and Justice for use during pre-election organizing. Includes testimony from People's Panel in Washington, Oct. 22-24, 1971, and footage of mass civil disobedience on Oct. 26. Shot by almost a dozen different video people. 30 min. \$40.

BOBBY SEALE. Interview with the former Chairman of the Black Panther Party during October 22, 1971 demonstrations. Tape was shown to assembled crowd because Seale was forced to leave town. He talks about community organizing, politics in the U.S., and the split in the Panther Party. Especially interesting now that Seale has become a mayoral candidate in Oakland. 30 min. \$40.

KATHLEEN CLEAVER. An interview shot Nov. 19, 1971, just after returning to U.S. from Algeria, discussing the needs for Revolutionary Peoples Communications Network as alternative to regular media. Also discusses the Panther Party split, Nixon's visit to China. 28 min. \$40.

CARL McINTIRE MARCH. Tape made at a right-wing, pro-war rally in Washington the same Oct. weekend as the Nixon Eviction demonstrations. Includes interviews with many different types of people attracted to the fundamentalist event, including American Nazi stormtrooper. Co-produced by Mike Cottone & Toby Murphy, formally of Video Software. 30 min. \$40.

ANTI-NIXON FAMILY ASSISTANCE PLAN (FAP) HEARINGS. Shot under direction of the D.C. Coalition against FAP, edited by welfare mothers. The tape contains highlights of 2 days of hearings on proposed Nixon welfare plan, including expert testimony from

welfare recipients, health workers, labor leaders, nutritionalists. Originally intended to dramatize welfare recipients plight to legislators and others. 30 min. \$40.

HARRISBURG EIGHT. The defendants, their counsel, and the people of Harrisburg, Pa., talk about the conspiracy trial immediately before proceedings began which eventually resulted in acquittal on major charges for the Catholic activists. Tape was co-produced with Dispatch News Service International for the Harrisburg Defense Committee with the help of the defendants. Winter, 1972. 30min. \$40.



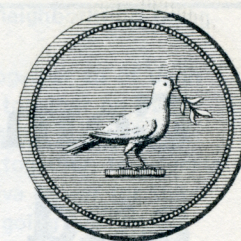
COMMUNITY AND THE SOCIAL USE OF TELEVISION. Edited tape from some dozen community seminars we gave during winter of 1971-72 about cable television in Washington, D.C. It is a sort of sequel to the Cable TV tape, featuring feedback from the community. 30 min. \$30.

BLUES AND JAZZ. Tapes made at 5th annual Washington Blues Festival, including voices of East Harlem, BB King, Leon Thomas, Edwin Hawkins Singers in this edit. Summer 1971. 30 min. \$40.

LA EDUCATION ES GRATIS (EDUCATION IS FREE): This tape was produced by unemployed workers in Venezuela. It is a dramatized story about a man who loses his job in the city just a few days after his family arrives from the countryside, thus forcing him to send his son to shine shoes instead of going to school. Tape was directed, shot and performed by the workers to illustrate their feelings about so-called "free" education in Latin America. 30 min. \$45 (portion goes to Venezuela). No English translation yet.

CABLE TV? An introduction to the technology, history, potential and dangers of cable television as it comes into urban America. Features many well-known cable personalities like Bill Wright, Charles Tate, Ted Ledbetter, Ralph Lee Smith, Tracy Westin. Made for organizing around cable in black communities. September, 1971. 30 min. \$40.

TAPELOG · TAPELOG



recent

(The next category includes newer tapes which were produced under the auspices of the Washington Community Video Center since its inception in the summer of 1972. These, too, are edited tapes.)

WOMEN'S HEALTH. Tape produced with the Women's Health Collective at the Washington Free Clinic explaining the importance of women being able to know about and care for their own bodies. The tape features a demonstration of a breast and pelvic exam as well as relevant information on health problems that women face in this society. Fall 1972. 30 min. \$40.

NATURAL CHILDBIRTH. A tape made of a natural childbirth in the company of the parents' community of friends. A beautiful evocation of life. 30 min. \$40 (limited distribution).

INNER-CITY ENVIRONMENT I: MAYOR'S EDIT: A collection of the tape shot with different community leaders about the conditions of the central Northwest area of Washington, D.C. that has been used in a feedback process with District government officials. (See page 2). Tape deals with the full range of urban woes, including urban renewal policy, housing code enforcement, absentee landlords, environmental services, and attempts to get at the conditions and causes of the deteriorating inner city neighborhood. 30 min. \$40. (May 1973).



AMO HOUSING TAPE. Short tape made with housing committee of the Adams-Morgan Organization, a diverse community group in the central area of Northwest Washington, to illustrate the speculation and development process which is occurring here, just as it did in other D.C. neighborhoods, primarily to the loss of poor black and Spanish families. It is a tour of the Adams-Morgan neighborhood. Tape originally used for AMO Housing Workshop. May, 1973. 12 min. \$25.

HOUSING VIOLATION TAPES. We have the first in a series of tapes made at Adams-Morgan residents homes showing housing violations for possible use in connection with lawsuits against remiss landlords. Produced with AMO Housing Committee. 10 min. \$20.

in process

(The following tapes are in some state of production or pre-production. We cannot, or course, guarantee that all will see the light of vidicon, but they are definite enough for us to seek your feedback.)

METRO TAPE. We've begun inquiries about making a tape about the new transportation system in Washington, the METRO. Metro is the rail portion of the public transportation system.

GAY VIDEO. A group of four gay men have been meeting to learn about video and prepare to make a tape about and for the Washington gay community. Focus will be the evolution of consciousness which has occurred in D.C.

VENEREAL DISEASE. A new tape will be ready soon about V.D. produced with the Washington Free Clinic collective. We made one V.D. tape that was intended to illustrate the Clinic's alternative treatment approach, but we no longer want to distribute it, since the quality is not that good. This new tape is designed for patients who go to V.D. oriented clinics to inform them about the disease. We plan to show it in several different Washington-area facilities, from the Free Clinic to public health clinics, and implement evaluation procedures. (For more details, see Survival information section, elsewhere in this issue).

CABLE TV IN THE DISTRICT. As part of the WVCV's cable project, we plan to produce a tape this summer which assesses the state of cable in the city, hopefully including interviews with the major public officials. There is so much confusion at this point, that some coherent assessment must be made. This will be a more timely, detailed and relevant follow-up to the general tapes about cable we have previously produced.

VIDEO/DANCE PROJECT. Jerry Wurzburg, a woman who has done a great deal of work with dance and video, is working on a proposal to be presented through our organization, to establish an experimental dance-video project with some local dancers.

ADAMS - MORGAN COMMUNITY TAPES. We have no way of predicting the number of tapes which we will make with community groups in the neighborhood. We will probably produce a tape or two around the neighborhood elections for the Adams-Morgan Organization in June, as well as continuing to document housing code violations with the AMO Housing Committee. Since we will start the video theatre in our storefront in July, we will probably be making more "unrelated" tapes about our neighbors for closed-circuit screening.

Comings and Goings

Springtime is conference time, and it seems like the members of our group have attended more than our share this year. Sometimes a conference is a total waste of time, but they usually serve the function of teaching, and primarily of getting together people who are working in similar directions. Here is a round-up of some of these kinds of activities carried on recently by WCVC folks by deadline time:

Nick DeMartino, CATV Coordinator, participated in Publicable's 2nd Annual Conference May 31 - June 2 in Kutztown, Pa., showing some WCVC tapes and helping with round-table discussions on community access programming. Highlights of the conference included a speech by White House chief Clay T. Whitehead, who told skeptical Publicablers that the Administration welcomed their input in forthcoming policy deliberations over cable and other matters. He gave almost no new hints about the long-overdue Cabinet-level report on cable, which is apparently tied up because of Watergate.

Survival project coordinator Ray Popkin traveled to Topeka, Kansas, in May to talk with midwestern librarians about potential uses of cable. Ray gathered tapes from Washington and other East Coast cities as well as providing a general overview of cable and video potential for libraries. The session was called a "Video Smorgasbord" and included a wide range of cable activists, as well as Kansas cable operators.

DeMartino made a short Western swing in April when he was asked to address the National Planning Conference of the American Association of Planning Officials (ASPO) in early April. The panel was titled "Cable Communication and the Planner." Emphasis of remarks was aimed at getting conference participants, most of whom work for local planning agencies, involved in pushing local governments for public-access and community control provisions in local cable franchises. Audiocassette transcripts of the panel are available from Urban Telecommunications Forum, 276 Riverside Dr., New York, N.Y. 10025.

Immediately following the ASPO conference, Nick accidentally ran into "Mediation" in Berkeley, which was a 2-day conference of community video, access, and cable projects, primarily from Northern California. There are dozens of projects there, too numerous to describe.

WCVC intern Tony Bingham, who is a student at Antioch College, went back to his hometown of Atlanta for a week to begin a study of video facilities in that city to be distributed to local community groups later this summer

when he returns for a local job. Tony will compile a questionnaire which attempts to establish contacts with video groups, to evaluate the potential for access by community groups, and to develop further community-oriented video projects in Atlanta.

....DeMartino visited videofriends in upstate New York for what had been billed as an "Earthwarming" by the Downsville April Video people in mid-May, but it rained and the camp-pout became a damp-out. But tapes were shown in the Rosebud Cafe, the video center they

run in Delhi, N.Y., including recent material taped with the Oglala Sioux in South Dakota....CATV Coordinator also addressed the CATV Committee of the Metropolitan Washington Council of Governments about the work of the Center in May....Popkin had previously talked with Washington COG's Health Directors' Committee about a regional health communications network (see page 3)....Grady Watts supervised shooting of the FCC hearings on Children's Television for Robert Choate, chairman of the Council on Children, Merchandising and Media. Choate, who also teaches at the University of Pennsylvania's Wharton School of Finance, is documenting his group's efforts to effect policy concerning children and television. WCVC had previously taped his testimony before the Senate Select Committee on Nutrition in Nov. 1972.

DeMartino spent the month of February working with a group of educators and community leaders in forming a new organization that made a bid on the Louisville, Kentucky, cable television franchise. The group, Community Service Cable, Inc., is non-profit, and wants to use cable for program development and access among other things. He worked with Fred Collopy of Cincinnati Video Software, who has been a consultant for that city's cable advisory committee. DeMartino also wrote recommendations to the University of Louisville about its future communications needs in a report titled "Planning for the Information Society"....Following the Louisville trip, DeMartino spoke to a number of college classes at the University of Maryland and Antioch College, as well as the Montgomery County (Md.) Cable TV office, which is considering county ownership of cable....WCVC were shown on June 16 at the first national video conference on drug abuse and related subjects, sponsored by the

Metropolitan Training Institute of Queens College and the Nassau (N.Y.) Department of Drug Abuse and Alcohol Addiction....That event was held the same weekend as two large video/cable events on the West Coast. The main arena was dominated by the hardware-dominated National Cable Television Association convention in Anaheim, Cal., on June 17-21. NCTA is the trade association of the cable industry, and has been increasingly interested in hearing from the alternative video movement. This is the second year in a row they have given meagre resources to help finance a video environment by members of the video and access movements. Coordination has been done by Maurice Jacobsen of L.A. Public Access, with cooperation from our group, April Video Cooperative, and the Orange County Public Access Project, which hosted the other West Coast event....the National Public Access Meeting at California State University at Fullerton on June 14-17. A full report of that will be available in the next newsletter....Ray Popkin was taped with other video people from Antioch/Baltimore and Antioch/Columbia for a University of Maryland production to be aired on WETA-TV, Washington at an unknown future date. The Subject was the video movement. Some tapes were shown on the program made by the groups.

TO WASHINGTON FOLKS: This newsletter is being sent to you free. However, if you're a corporation, organization, or agency that could afford to pay for our costs, please help us out by filling out the form on p. 10. If your address is wrong, send us a change of address so we can keep our mailing list up to date. Please include zip code.

TO NON-WASHINGTON PEOPLE: This issue was mailed free to about 2,000 people. We cannot continue to do this, but we wanted to establish contact with as many folks as possible, especially since we haven't had time to answer all the letters we got. If you are interested in continuing on the mailing list, you'll have to help us with expenses. Please use the form on page 10. Apologies to those who have written—all 250 of you. If this newsletter is insufficient, try writing us again.

TO THE POSTAL FOLKS: Community Video Report is a newsletter of the Washington Community Video Center, Inc., a non-profit, tax-exempt organization incorporated in the District of Columbia. The newsletter is distributed free to interested local residents and for a sliding rate (see p. 10) to those outside the city. Issues are released in June, September, January, and March.

Neighborhood...

continued from page 1

that no programs go on the station which are produced by people who don't work for local or national broadcasting companies.

In other words, we have no access.

Thus, it was the technology of portable video and the promise of cable TV which bore the child we call neighborhood television.

In communities all around the country there are projects beginning which offer the average person access to this kind of equipment, training, and expertise to produce programs to be sent out to people on the local cable television system.

In other communities, groups have been started which function as production companies for communities who would prefer not making their own programs, but want some control over what kinds of programs they watch and their children watch.

Because the technology is available now to begin making programs which can help solve community problems, we have a great opportunities here in Washington.

Community produced video programs can be used in many ways, even if cable never comes to D.C. And, since it probably will, the experience which local people gain will be essential in dealing with cable as it comes down the pike.

Hardest Task: Changing People

But the first task is the hardest one---- getting people out of the idea that TV can only be what it is now. Television has been so mystified by those who now control it that most of us have been programmed into thinking that nothing else is possible. We are lulled into passivity, being consumers of TV advertising and the programs which help sell products. We are never told that we can be producers of programs instead of just consumers: that we can understand how TV works: and a million other myths. These myths must be destroyed.

This is what we are beginning to try here in Northwest Washington. We are making programs for very specific purposes---- to force the city government to clean up the city; to expose absentee landlords' housing violations; to educate the community about land speculation and other community problems, to inform residents about vital facts relating to their survival in the city.

These tapes can be used in various ways. We will show them to people in our storefront on Tuesdays beginning in July. We are already using them in small-group situations. And, we can show them on regular TV, if we can make the proper arrangements with the owners of the stations. This has been successful with another group in the city---- Project Accountability, which is headed by WVCV staffer Phil Braudy. That group, which operates in Anacostia, has been producing material for airing over WETA-TV. The first in the series won WETA an Emmy for outstanding public affairs programming.

The point is to use whatever resources are available to get out into the community.

We are a new resource here in Adams-Morgan. But we are nothing without your support and participation. What

is neighborhood television without the neighborhood being involved?

So our next task at hand is to get together all of us in the area who are interested in working together on neighborhood television. We can form a steering committee or a coalition, to begin to make decisions together, to educate each other, and to marshall our collective power for the struggles in communications which are going to come down in the city during the next few years.



KIDS AT THE OPEN HOUSE. . . Played with equipment. It was later learned that this camera's lens was broken during the shooting.

Community Video Report

Volume 1, Number 1
Summer, 1973

A publication of the WASHINGTON COMMUNITY VIDEO CENTER, 2418th St., N.W., Washington, D.C. 20009, (202) 462-6700

Staff Collective: Nick DeMartino, Ray Popkin, Grady Watts, Philip Braudy, Roberto Faenza, Intern: Tony Bingham. Plus many, many friends.

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TO: COMMUNITY VIDEO REPORT

c/o Washington Community Video Center, 2414 18th Street, N.W., Washington, D.C. 20009

Check appropriate boxes:

- () Yes, I would like to receive COMMUNITY VIDEO REPORT for the remainder of the year.
- () Enclosed is \$1.50 to cover costs. I certify that I am eligible for the community/individual rate.
- () Enclosed is \$10.00 donation (tax-exempt) to further the Center's work. We are a corporation, agency, library, or other organization.
- () Enclosed is a check for _____ as a tax-exempt donation to further the Center's work.
- () Yes, I am interested in helping to plan a community oriented conference on cable television later this summer. Contact me for assistance.
- () Yes, I am interested in serving on a community television steering committee in the Adams-Morgan neighborhood.
- () Yes, I am interested in helping you get local community programming on broadcast television.
- () I would like to order tapes from the Center. Enclosed is a check for _____ to cover dubbing costs. My request is detailed below.

name

organization, if any

address

city

state

zip

phone

MAKE CHECKS PAYABLE TO WASHINGTON COMMUNITY VIDEO CENTER.

NO TAPE ORDERS WILL BE PROCESSED WITHOUT A CHECK AND/OR TAPE ENCLOSED

TAPELOG ORDER FORM (All videotapes dubbed in 1/2" EIAJ-Type I standard. Other prices available upon request.)
 All tapes cost \$25 for up to 15 minutes, \$40 for up to 30 minutes, tape included, unless otherwise noted. If you send a blank tape, deduct \$15 from these prices.

how many?	title	number/minutes	price	subtotal

TOTAL NUMBER OF TAPES ORDERED: _____ NUMBER TAPES ENCLOSED: _____ TOTAL : \$ _____

Survival information project

continued from page 3

The majority of respondents own both one-inch and half-inch equipment, available for both production and playback. Most of the university-connected projects had video library facilities for students. We found, however, that while 89% of these institutions showed tapes to professional staff and 85% showed tapes to students, only 36% showed tapes to patients, and in most cases this was to ambulatory patients, rather than clinic patients. Few teaching hospitals described any courses built around students producing patient education video material, which would seem to be an excellent teaching technique.

We also found much duplication of efforts in such areas as productions on how to make a bed, how to inject needles, to cleaning bedpans. In Washington, hospitals located a mile apart are spending money producing tapes on the same subjects.

We have come across some hopeful signs. The Ohio State Hospitals, for instance, have developed a state-wide consumer health network via cable television systems. They are using three channels solely for health information. The Washington Hospital Center here is also making a pilot tape, and, if it is successful, will produce a series of health education tapes. There are other projects in nascent stages, including the alternate Media Center's project with Massachusetts hospitals.



Hospital Interior (French School, ca. 1500)

In Washington, we hope to provide the value of survival information concept to local governments, health officials, and the general public before cable has become locked into a commercial pattern. Local municipalities should reserve one channel for such purposes.

Washington C.O.G.

The major forum for our efforts in the Washington area besides community health groups has been the Metropolitan Washington Council of Governments Health Directors Committee. Like most major metro areas Washington's group is an effort to coordinate regional health activities. This is the best place to find support on a regional basis for developing a survival network. Most administrators have become painfully aware of late that they are duplicating production and other efforts, and would like to see coordination. At our presentation to COG we found the health directors enthusiastic for patient education material and we are currently conducting a study of resources and materials to feed back to these administrators so that some action might filter down to the department level.

It is important, we have found, to visit all the medical institutions in your area to see how they are wired for TV. Most hospitals can easily show patient information via their closed-circuit systems at little or no cost--- just by transferring a monitor to a waiting room and playing tapes from the master control room. It is getting the people to do it that is harder. Sometimes these people in AV departments are incapable of or uninterested in making tapes themselves, but are willing to let you use their facilities. Check it out.

Patient involvement

Probably the most important thing to realize in the whole field remains unproven for us as yet. That is the involvement of patients and consumers in the production process. Feedback is essential if you are to produce tapes which have any value for people. Since so few tapes have been made, and almost none evaluated, who among us can deign to know how to best reach people. We heard a hospital AV person at the Publicable conference in Reading, Pa., say he was against putting most health-oriented tapes on general distribution of the cable because knowledge of hospital and operating techniques would scare people away from coming to the hospital. This sort of protective, professionalized mentality has to go. We can answer these questions only with the advice of consumers: What is the information that is most critical? How should the information be presented, and who should it be aimed at? What bores people? What viewing situation is most accessible to which people?

The best way to get this sort of effort off the ground is to hold a conference or workshop for health media people, legal aids, community workers and consumers on the possibilities of different media--- video and cable especially. This is particularly true if you are closer to cable installation than we are in Washington. We hope to sponsor such a conference within a few months. You will receive a notice if you are on our mailing list.

We will also be compiling the research and conclusions synopsized above at a later date of the experiment. Any input or participation from any of you reading this is always welcome. Call or write the center anytime.

What's a WCVV?

WHO WE ARE

The Washington Community Video Center is a non-profit organization developing ways to use media for community development, information, and education. We believe that the existing communications media have not adequately served the needs of the community, nor have they given sufficient access for communities to try and do this themselves. We are dedicated to the idea that people should control their own communications, and we invite you to help us explore methods of making this a reality in this age of electronic communications.

THE ADAMS-MORGAN STOREFRONT

Located at 2414 18th Street, N'W', in the heart of the Adams-Morgan community, our storefront is a place where local residents can view videotapes, and participate in a variety of projects focusing on new uses of the communications media.

WHAT WE DO AT THE STOREFRONT

A video viewing center: Starting on July 10 we will begin free video showings at 8p.m. in the storefront. Our plan is to feature a tape or tapes at the beginning of the evening, and then open up the program to whatever the audience wants, including any of the tapes in our catalog or from elsewhere. Watch the local media for the program. We can also set up special screenings if you notify us in advance.

Workshops: From time to time we will offer workshops in the use of half-inch portable video.

Community tapes: As you can see from the stories in this newsletter, our focus is tapes with community groups in the central Northwest area of Washington----the neighborhoods that fan out from 18th and Columbia Roads. This includes all or part of Mt. Pleasant, Cardoza, Dupont Circle north, as well as Adams-Morgan. If you belong to a group that would like to make its own TV program about a particular issue, give us a call and we will get together to talk about it.

Broadcast TV: We think members of the community should have more access to the regular television stations. We are working on gaining more access on both the commercial and the educational channels. We hope to produce some shows with community people during the next year for broadcast TV.

Cable TV: The City Council and other agencies will eventually decide whether Washington will install a different kind of television called cable TV, and if so, how it will be developed. Cable TV is a method of bringing many more channels of programs into the home over wires---- like the phone or power lines. This would allow for the full development of neighborhood TV, among other things, since there are so many channels available. But cable has many dangers, so we feel that local people should be completely involved in deciding how they want Cable TV developed. We favor community ownership of cable TV, instead of big business domination. This is one of our primary goals at the center.

Speakers bureau: Members of the staff are available to speak to local or national groups about cable TV, video projects in the community, and related topics---- free to community groups and for a fee to those who can afford it. Call us if you are interested.

washington
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